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## **WHAT MOTIVATES GENERATION Z?**

“Socially awkward generation”, “Information is readily available”, “Spoilt for choice” – it is all about Generation Z. These are the results of the issue about “how your generation is different from previous generations” based on the conducted survey of American students. Ukrainian students also believe that the main differences are: “they are wiser, we are smarter”, “emotionally stable”, “with liberal views” and “open-minded” according to own research.

They are considered “native netters”, socially and politically far more liberal in regards to multiculturalism and have been exposed to more multicultural aspects of life. On the other hand, Gen Z is likely to be more pessimistic about stability due to the fact that they grew up with the backdrop of terrorism and the global recession. It quickly taught them – nothing should be taken for granted, making this generation the most conscious and the best investors. That is why it is also called PostMillennials, iGeneration, Plurals or Homeland Generation.

There are no precise dates for Gen Z, but most sources define them as people who were born in 1995-2012. However, each generation is determined not by years, but by differences in views, values, beliefs, needs and behavior patterns because they grow up in the same socio-historical environment.

If today Gen Z makes up 1 percent of workforce, this number is projected to grow to 7 percent of workers by 2020.

For Gen Z the greatest motivation is opportunities for advancement (34%), the next ones are money (28%) and the significance of work (23%), while Gen Y is

primarily motivated by money (38%), followed by the possibility of promotion (30%) and the importance of work (15%).

Ukrainian students had multiple choice and determined money as one of the biggest motivators (70%), but we believe that this is due to insufficient provision of money now and the desire to be self-dependent, followed by the possibility of self-improvement (38 %), career growth (30%) and meaningful work (24%).

According to the survey conducted by the American organization Randstad, Gen Z is highly motivated by the thought of one day starting its own businesses – 17%. This younger generation is also much more in tune with their marketing IQ, intrinsically knowing what would sell.

Ukrainian students answered that they would work only for themselves (68%), while others did not have such intentions (27%).

Therefore, it is worth focusing on maintaining this entrepreneurial spirit by offering Gen Z employees projects that are directly related to the success of the company and by giving them a dose of autonomy. They like to see the evolution of an idea from inception to tangible impact.

It is commonly known that Gen Z representatives can work on multiple tasks simultaneously, quickly and efficiently shift from one to another. 54% of Ukrainian students can do this easily, for the rest some efforts need to be made (41%).

As it was already mentioned, unlike Gen Y (38%), only 28% of Gen Z said money would motivate them to work harder and stay with their employer longer, as the younger generation wants to demonstrate their creativity and skills by making money of secondary importance.

Contrary to the assumption that younger workers want “constant connection” to technology, the majority of Gen Z respondents say they prefer in-person communications with managers (51%), as opposed to emailing (16%) or instant messaging (11%). Ukrainian students also prefer personal communication (70%), while social networks and instant messaging amount to 30% each.

They want to talk face to face and know that their words are heard, as well they expect some feedback.

Thus, the manager should establish relationships with employees, show a sufficient interest in their personal growth and seek to improve their strengths.

Even more than Gen Y, Gen Z is hypersensitive to ageism. They believe that the workplace should be less about age and more about ideas and contributions. They are eager to learn and aware of their status as newbies to business, but they want the chance to be heard and taken seriously, not staying aloof.

It is worth giving them an idea of the impact that their work has on a company.

52% of Gen Z also report that honesty is the most important quality for being a good manager, so they should not embellish the truth and hide information.

Therefore, Gen Z is the people who are more liberal in all aspects of human life; they are ultrafast in seeking out and assimilating of information, as well as more deliberated over political, economic and social issues. Although iGeneration is not well-investigated, but according to the data, it already differs from the previous one and begins to take actively working places. So for managers there is a difficult task – to find the necessary leverage to motivate Gen Z. Here are some tips:

- To ensure personal growth to a greater extent than wage growth;
- To give freedom of action and opportunity to see the final result of their work;
- To establish relationships and help find themselves at work;
- To give a possibility to demonstrate their creative abilities;
- Not to discriminate by age.

## **References**

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